SPECIAL JACKPOT ISSUE

MAD

No. 64
July, '61

OUR PRICE 25¢ CHEAP

When you feel you've been through the wringer; when you feel you're at the end of your rope; when you feel all tied up in knots because of those depressing "Tea" ads they keep running which constantly remind you of how miserable you are in this miserable world, there's one thing you can do about it. Try using TNT; see if them magazine pages don't look a little brighter without ad agencies. TNT blows them up.

TAKE
TNT
AND **SEE**

NUMBER 64 JULY 1961

MAD

"People with bad coughs should go to Doctors instead of Theaters!"
— Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
TWO CRITICAL AREAS OF CLOD DISTRESS: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman, Esq. **PUBLICITY LIES:** Larry Gore
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

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VITAL FEATURES

After reading ads from days of yore, we realize it was Madison Ave. that made the Dark Ages dark, and the Stone Age rocky.

MAD offers a collection of works by some unknown poets — where there's no rhyme or reason for them to become better known.

This article attempts to advise "baby sitters" in the art of getting a few minutes of "sitting" in while minding that "baby."

In the Spring a baseball player's fancy turns to business — when the "Dow-Jones" means more to him than a "Batting" average.

MAD looks at a typical resort ad, vacations at the typical resort, and discovers any similarity is purely coincidental.

In Russia, you never know when the NKVD is watching. In the U.S., we got something worse — Allan Funn and his hidden lens.

The only guy we know who got a career in the U.S. Army best suited to his talent was Elvis Presley, who didn't sing one note.

When a job-conscious Dad tells a familiar bedtime story, his version of it could change delightful fantasy to Grimm reality.

Here we go into the
TENTH FRAME
of our campaign to
BOWL
you over, satirically.

Nothing (and no one) is
SPARED
in articles designed to
STRIKE
you funny, so you'll
SPLIT
your sides laughing at —

— after which, you'll probably
THROW IT IN THE GUTTER!

LETTERS DEPT.

SPECIAL ISSUE

What was so special about your "March Winds" issue, which was dated April, and came out in February?

Mickey Rosen
Brooklyn, N. Y.

The articles were written in October, the Art Work was finished in November, it went to press in December, and it was distributed to dealers in January! — Ed.

MAD ON CAMPUS

Here is a picture taken on our campus grounds by one of our yearbook staff. We thought you might like to print this to show that MAD reaches the intellectuals.

Chaparral Staff
Mt. San Antonio College
Walnut, Calif.

Yep, they sure look like they're indulging in intellectual pursuits! — Ed.

MIRROR-IMAGE

In my neighborhood, there's a boy who looks exactly like Alfred E. Neuman. I feel sorry for the poor kid, but I can't help going into wild laughter every time I see him. I know it's not his fault he resembles a clod.

Michele Di Giovanni
Burlingame, Calif.

And he knows it's not your fault you act like a clod! — Ed.

A MAD STATE OF AFFAIRS

The enclosed picture appeared in "The Charlotte Observer" on February 5th. It shows Betsy Sanford, daughter of Governor Terry Sanford of North Carolina, displaying her favorite reading matter. Thought you might like to know that MAD has even reached the Governor's Mansion.

Charlie Baker
Charlotte, N. C.

FALL-OUT PROBLEM

I enjoy your magazine very much, and I have only one complaint. Whenever I buy a copy of MAD Magazine, the middle page always falls out.

David Mantancrea
Oceanside, N. Y.

That's a pretty neat trick, considering that MAD doesn't have a middle page! — Ed.

CROW'S FEAT

I was sitting outside with a recent issue of MAD, when a crow flew down and took it. I watched him fly away with it until he was out of sight. The next morning I found the same magazine on my back porch. Can you explain?

David Random
R.F.D., Harvard, Mass.

Obviously, he wanted to remain a sane Crow, and not turn into a Raven lunatic! — Ed.

"A Play about a Delicatessen called "Separate Bagels""

EMBARRASSING MOMENTS

My father is always reading MAD when my friends come over. I am terribly embarrassed when this happens. What should I do?

Cheri Chisolm
(No Address Given)

Get yourself some new friends who won't embarrass you when they come over! — Ed.

D.J.'S JOKE

I've just heard (via radio station WLS) that Fabian is starring in "The Alfred E. Neuman Story." Would you please tell me where I can see this movie?

Craig Sattler
Grand Rapids, Mich.

Over our dead bodies! — Ed.

THAT'S LIFE

Hey! I just saw those great drawings of Civil War uniforms by MAD artist, George Woodbridge, in the Feb. 3rd issue of "Life." How come he's not funny like that in your magazine?

Robert Pliner
Charlotte, N. C.

A MAD THAW-HEAD

Yesterday, after a light snowfall, I spied one of the season's citizenry in my yard, devouring a recent issue of MAD. Today, the sun came out, and the unfortunate MAD fan has been reduced to the same state as his reading material — mainly, slush!

Kerry Sipe
Salem, Va.

EVERYBODY'S A COMEDIAN

I think to publish such nonsense which ridicules important people and known products serves no purpose other than to distort real humor. My purpose in writing is to ask you to discontinue publication. I would appreciate your cooperation.

Bertille Schultz
Chicago, Ill.

INSANE CONCLUSION

I am a constant reader of MAD, and have been for years. After reading it for so long, I've come to the conclusion that your entire staff belongs in an Insane Asylum, and should be sent there immediately.

David Schlenoff
Baltimore, Md.

So what do you think 225 Lafayette St., New York City, Is? — Ed.

LADIES' HOME JOURNEY

Congratulations on your excellent take-off on "The Ladies' Home Journey." It was hilarious, even though there was tragically much truth in it. By the way, I save all my old copies of MAD. How about offering your public a binder?

Bill Henry
Glendale, Calif.

You might try Kaopectate, Paregoric, or Boiled Rice! — Ed.

PHONY LETTERS?

I think your "Letters Dept." is fixed!

Susan Saltz
Bayside, N. Y.

After reading some of your "Letters To The Editor," I would like to know truthfully if they are real.

Ronald Perota
Rochester, N. Y.

We are often asked if the letters we publish are real, or if we dream them up. Let us assure you that every one is genuine. We got enough troubles dreaming up the rest of the magazine! — Ed.

Please address all correspondence to: MAD Dept. 64, Room 706, 225 Lafayette Street New York 12, New York

"A Musical Version of Othello called "The Moor, The Merrier"

THAT OLD AD-AGE DEPT.

After many years of jibes and insults, we've finally figured out something nice to say about Madison Avenue—namely, "It could have been worse!" What we mean is: Advertising is strictly a modern, 20th century type of plague. But supposing past centuries had been plagued with their own "Madison Avenue"? What if the Pilgrims and the Crusaders and the Cavemen had been forced to put up with advertising along with all their other troubles? Ecchh! To show how horrible this state of affairs might have been, MAD now offers a few samples of what advertisements would have been like...

if there'd been a Madison

Camelot Stables Present... THE ALL NEW 1361 Horse

LONGER... LOWER... MORE SEATING SPACE... HIGHER TAIL

OPTIONAL FEATURES*:

- Puncture-Proof Hooves
- Swivel-Tilt Saddle
- Power Lance Holder
- Automatic Blinder Wipers
- Braided Tail Trim

*AT SLIGHT EXTRA COST

Here it is . . . the fastest, sleekest, most beautifully proportioned horse ever produced . . . the all-new 1361 CAMELOT! Why not drop in at your local CAMELOT stable (wear boots!) and see for yourself? Take it out for a road test! Sit on it! Start it galloping! Whip it! Listen to it whinny! Feel that exciting surge of power!

The 1361 CAMELOT HORSE is economical, too! You get 18 miles to a quart of oats! And talk about seating room . . . there's space not only for a knight in full armor, but for his fair lady as well — perched athwart the genuine leather two-toned custom saddle.

THE 1361 Camelot

IS GUARANTEED ONE HORSE-POWER!

Available in your choice of colors:
Black, Brown, White, Chestnut, and Palomino

**A Situation Comedy about a Butcher called "What's My Loin?"

"A Movie about a Garbage Collector called "The Incredible Stinking Man"

WRITER: SY REIT ARTIST: BOB CLARKE

Ave, down through History

NOW PLAYING at the COLISEUM

Rome's Off-Appian Way
"Theatre-In-The-Round"

A GREAT NEW SPECTACLE!

THUMBS DOWN

IN GLORIOUS, LIVID

SLAUGHTERAMA

SEE 50 RAVENOUSLY LIVE LIONS

SEE 100 TEMPORARILY LIVE CHRISTIANS

NOT RADIATORS, IDIOT!

SEE SCARRED (AND ALSO SCARED) GLADIATORS

READ WHAT THE CRITICS SAY:

"A show that will go down in history!"
—GAUL GAZETTE

"Claws at the heartstrings!"
—PALATINE QUARTERLY

"A bloody bore!"
—THE NEW ROMER

"Of devouring interest!
Thumbs up for "Thumbs Down'!"
—TIBERIAN TIMES

ALL SEATS RESERVED

MATINEES—280 Sesterces

EVENINGS—660 Sesterces

MEN WANTED

TO HELP BUILD THE PYRAMIDS

ENGINEERS
•
MASONS
•
STRUCTURAL DESIGNERS

Successful applicants will work in a professional atmosphere under the supervision of trained slave-drivers.

TECHNICIANS
•
ARCHITECTURAL DESIGNERS
DRAFTSMEN
SPECIALIZING IN MONUMENTS

10 to 15 yrs. experience in structural design on temples; buildings, foundations, tombs and general structure redesign.

APPLY TO:
CHEOPS
CONSTRUCTION CO.
THEBES-ON-THE-NILE
EGYPT

Announcing... An Exciting New Castle Development

ATROCIOUS MANORS

Three Luxurious Models Available:

*48 Rooms, Two Towers
*48 Rooms, Three Towers
*49 Rooms, Four Towers
plus Knotty Pine Family Torture Chamber

Only 20 minutes from your front door to the field of honor
Only 20 minutes from your front door to your own room

DIRECTIONS: Take horse path to Lancelot Brook, make rt. turn at Oak Tree into Sherwood Forest, remove arrows from your wife and lackey, chalk robbery up to Real Estate Loss, continue on dirt road which leads to development, pay ten pence toll, go left to moat, and you are there.

FEATURING:

*all rooms off the drawbridge
*guest dungeon
*oversized 2-horse stable
*sunken living room (in the moat)
*70x100 acre plots

16,990 PIECES OF GOLD and up

no down payment for veteran knights

**A Play about Horses called "Life With Fodder."

Praying You'll Get There Is Halfe Ye Funne!

Reserve Now for the Cruise of a Lifetime on the

S.S. Mayflower

Leaving England on September 16, 1620

55* GLORIOUS DAYS AT SEA 55*

Step aboard this modern 100-foot ocean monarch, and say goodbye to all your cares! Now, at last, you can enjoy freedom from ye wintry weather, freedom from ye London fog, and freedom from ye RELIGIOUS PERSECUTION!

Visit The New World

With its breathtaking scenery and bloodthirsty natives

*While In Port, The Ship Is Your Hotel***

*Give or take a few weeks

**On account of there's no place else that's safe

THE S.S. MAYFLOWER IS YE ONE-CLASS SHIP. ALL QUARTERS ARE THE SAME—CRAMPED! ACT NOW, A FEW CHOICE SLEEPING PLANKS ARE STILL AVAILABLE!

For Information, Apply To:

Pilgrim Tours, Ltd.

Fleet Street, London

Revere Messenger Service

"For People Who Care To Send The Very Best!"

Reliable! Dependable! *Known Throughout the Colonies!*

THE BEST WAY TO—
- *Send Messages*
- *Deliver Packages*
- *Warn Minute Men*

REVERE

Messenger Service

ON CALL ANY HOUR—DAY OR NIGHT
OUR MOTTO:
"Let Paul Do It!"

A Complete Art Service for all your needs!

Michelangelo

ASSOCIATES, INC.

An "easy-to-work-with" creative art studio that offers top talent backed by years of "know-how." Let us help you with your art problem. No ceiling too large or too small!

SPECIALISTS IN:
- CLASSIC SCULPTURE
- CHAPEL PAINTING
- CATHEDRAL DESIGN
- TATTOOING

Send 25 Lira for Sample Mural to:
MICHELANGELO ASSOCIATES, INC.
522 Medici Road, Florence 24, Italy

Richard the Lionhearted WANTS YOU

for the Third Crusade

ENLIST NOW

HOW ARE YOU FIXED FOR BLADES ?

Guillotines take rough treatment these days! That's why they need the best blades money can buy . . . honed to perfect, razor-edge sharpness. Is your guillotine falling down on the job? If so, switch to . . .

BASTILLE BLUE BLADES

. . . with the sharpest edges honed. Only BASTILLE BLUE BLADES come in three grades . . . for thin, medium, extra thick necks.

Liberty — Look sharp
Fraternity — Feel sharp
Equality — Execute sharp

BASTILLE

"A Revolutionary Idea In Guillotine Blades!"

CURB YOUR MESONYX

WANT A HOME

THAT'S ALL

THE RAVE ?

GET

YOURSELF A

Burma CAVE

A TONE FOR OUR SINS DEPT.

WRITER & ARTIST: DAVID BERG

We all take the telephone for granted . . . until we get the bill at the end of the month. That's when we realize a phone is something we keep paying for, but never get to own. Which is why AT & T tells us: "It's fun to phone!" It *is* fun—for *them!* All kidding aside, though, a phone can be a real convenience . . . if you're looking for a convenient way to go crazy! You'll see what we mean as the Editors present

A MAD LOOK AT

RING

RING

RING

Hello!

Guess who this is!

Irving?

No!

Bob?

No!

Fred?

No!

Ken?

No!

Willy?

No!

George?

No!

Melvin?

No!

Beep
Beep
Beep .

Beep
Beep
Beep .

April 4, 1961

Elm City Telephone Co.
Main Street
Oakdale

Gentlemen:
Please excuse the letter, but I can't call you because my teen-age daughter is forever using the phone, which can be pretty irritating, and brings me to the reason why I am writing. Please install a telephone booth in my home so that the rest of the family can have some peace.

Sincerely,

Ozgood Pfortz

Ozgood Pfortz
123 Fourth St.
Oakdale

I'm gonna tell that bum off once an' for all!

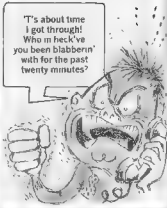
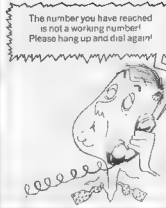
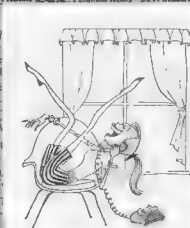
This is the office of John Blintz & Company . . .

Le'me talk to that big mouth, Blintz!

Mr Blintz is not in the office at the moment . . .

Don't give me that! It won't do any good for that crumb to hide behind his secretary's skirt!

Beep
Beep
Beep

#&?$*!!

'T's about time
I got through!
Who in heck've
you been blabberin'
with for the past
twenty minutes?

The number you have reached
is not a working number!
Please hang up and dial again!

Feldman Bessie Mrs 931Faile ... LUdlo 3-1585
Feldman Belle 1010BryntAv ... DAytn 3-3444
Feldman Helen 1955GrndConc ... TRemnt 2-0681
Feldman Helen Mrs 91WTremtAv ... TRemnt 3-0890
Feldman Henry 3197DecatrAv ... DLinvl 2-4057
Feldman&Levy acctnts 2359Wb
Feldman Lillian 1188GrndConc

Murray 1057BoyntnAv ... 7-1580
Seymour 4-6713
Feldman Bessie Mrs 1330MorisAv JErom7-0051
Feldman Bessie Mrs 3-5978
Feldman Irving 2260BrnxPkE ... TUlip 3-3144
Feldman Irving 1795ClntnAv
Feldman Marvin 1240WaltnAv
Feldman Mary Mrs 655BurkAv
Feldman Matthew 3510CrotnaP

RING

mer Lena Mrs 1556HoeAv ... TUrnout 8-8387
Feldman David R 2840SdgwckAv KIngsbrdg 5-2006
Feldman David S 887CrotnaPkN LUdlo 5-3981
Feldman Jack 55E172 ... TRemnt 6-1874
Feldman Jack 174E176
Feldman Morris 65EGunHlRd

Mr. Bantz
is expected
back at
2 P.M.

Listen, I don't believe a word
you're saying! He's just too
scared to talk to me! You go
tell that yellow belly to pick
up the phone!

Please state
your name and
phone number . . .

And that goes for you, too,
young lady! I don't like
your sarcastic attitude.
Stop talking and pay atten-
tion to what I'm saying!

. . . when you hear the
tone. This has been a
recorded announcement!

OH!

David
Berg

HOLLYWOOD DEPT.

Scenes We'd Like to See

The Doctor's Pronouncement.

WRITER: AL JAFFEE

ARTIST: MORT DRUCKER

**A Play about Pavlov's Experiments with Dogs called "Bell, Bark and Kennel"

VERSE OF THE PEOPLE DEPT.

From time to time, MAD opens its pages to unknown and correspondingly untalented young poets in an effort to help them get started on the wrong foot in the literary world. Recently, a new crop has come along, and we take this opportunity to assist them in getting what's coming to them . . . in

THE MAD TREASURY OF UNKNOWN POETRY

VOLUME III

WRITER: TOM KOCH

ARTIST: GEORGE WOODBRIDGE

The Tigers

by WILLIAM FLAKE

Tigers! Tigers, fighting bright
In the ball parks of the night
Your pitching's fair; your field adroit,
So why no pennants for Detroit?

You blaze around the Big League parks
With bats that fairly give off sparks;
But when they total up the score,
You've lost again to Baltimore.

You start out brave with each new year;
With stalwart hearts, you know no fear.
Then from on high, while sitting pretty,
You blow four games at Kansas City.

The Cleveland Indians go to work;
They beat you good; so does New York;
When Boston adds a mortal blow;
All you can cry's "Look out below!"

Before the season's finally done,
You've been outplayed by Washington;
Amid the heated pennant race,
You fight to cling to seventh place.

Tigers! Tigers, fighting bright,
In the ball parks of the night.
Some day, the fans will get their fill;
And ship the team to Louisville.

To A Western

by ROBERT SCHMERRICK

Gather ye ratings while ye may,
The seasons are a-flying;
And TV shows that boom today,
Tomorrow could be dying.

Now "Cattle Smell" is near the top;
The sponsor's joy is zooming;
But if your Trendex starts to drop,
Your cancellation's looming.

The agency will panic first;
They'll make plans to displace you;
And they'll come up with, oh the worst,
A quiz show to replace you.

So, though the Westerns are the trend,
And ratings you will dent them;
Success, remember, has to end:
Don't buy your horses; rent them!

A Poem That Really Doesn't Do Anything But Rhyme One Time

by OGDEN, UTAH

I really think that Abraham Lincoln backed himself into a corner, because, after all, once you begin a speech by saying, "Fourscore and seven years ago, our fathers brought forth upon this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal,"
Then what do you do for a sequel?

The Ballad of William Sickenmore

by STEPHEN ST. VINCENT MILLAY

My father, he was a moonshine man,
A regular sort of a feller;
He kept Ma plastered for forty years
With the still he ran in the cellar.

I recall the folks who sampled his stuff;
The glassy looks on their faces.
One day, our spaniel inhaled the fumes,
And dropped dead at twenty paces.

But Dad worked hard with his cooker and mash,
And there were fruits of his labors;
By selling his moonshine around the town,
He killed off most of the neighbors.

Us boys, we got in the moonshine game,
And it gave the business new birth.
The eldest is now at Alcatraz;
The youngest at Leavenworth.

They never caught my father though,
And they no longer raid his place.
The Revenooers now buy his stuff
For use at a missile base.

*A Movie about Miami Beach called "Three Cohens in the Fountainbleau"

I Remember, I Remember

by THOMAS HOODLUM

I remember, I remember,
The cell where I was kept;
The little window where the sun
Came peeping while I slept.
It never came a wink too soon,
Nor brought too long a day;
I needed light to dig a hole,
And make my get-away.

I remember, I remember,
How Lefty, Moe and Dave
Would come with picks and shovels,
And quietly, we'd slave.
They stole them from the tool room,
And we tunnelled 'neath the floor.
We dug from 1946
Till 1954.

I remember, I remember,
How we planned that wondrous day
When we'd come up outside the wall
And make our get-away.
Through all those years of hardship,
Our spirits were not downed,
But then we hit that water pipe
And very near got drowned.

I remember, I remember,
The Warden's anxious call
To find why all that water
Was streaming down the hall.
He called me to his office;
I stood there staunch and brave,
And blamed the whole big bungle
On Lefty, Moe and Dave.

Paladin

by SIR WALTER SCUTTLE

Oh, young Paladin has come out of the West;
Of all the horse operas, his show's watched the best.
The weapon he carries: a neat business card;
And with its sharp edge, many crooks have been scarred.
When ads are concluded, and stories begin,
There ne'er was a hero like young Paladin.

He knows table manners; politely he bows;
He even quotes Shakespeare to some of the cows.
When he faces camera, all smiling, of course
There's even a smile on the face of his horse.
The crooks skulk around, but they can't hide chagrin
At the guff they must take from this dude, Paladin.

He spouts off to rustlers Keats, Shelley, and such,
But they're always too busy to listen too much;
No one on the networks gets quite such a bang
Out of quoting long sonnets to men while they hang.
Some day he will get what's been long due to him;
The bad guys will shut up the smug Paladin.

**A Broadway Musical based on Boris Godunov called "A Czar Is Born"

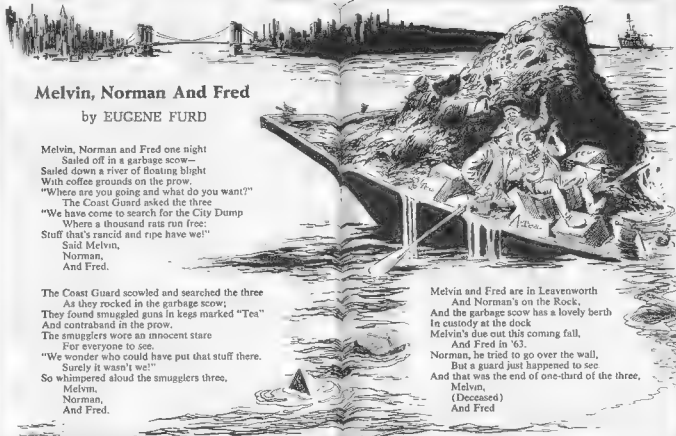
Melvin, Norman And Fred

by EUGENE FURD

Melvin, Norman and Fred one night
Sailed off in a garbage scow—
Sailed down a river of floating blight
With coffee grounds on the prow.
"Where are you going and what do you want?"
The Coast Guard asked the three
"We have come to search for the City Dump
Where a thousand rats run free:
Stuff that's rancid and ripe have we!"
Said Melvin,
Norman,
And Fred.

The Coast Guard scowled and searched the three
As they rocked in the garbage scow;
They found smuggled guns in kegs marked "Tea"
And contraband in the prow.
The smugglers wore an innocent stare
For everyone to see.
"We wonder who could have put that stuff there.
Surely it wasn't we!"
So whimpered aloud the smugglers three,
Melvin,
Norman,
And Fred.

Melvin and Fred are in Leavenworth
And Norman's on the Rock,
And the garbage scow has a lovely berth
In custody at the dock
Melvin's due out this coming fall,
And Fred in '63.
Norman, he tried to go over the wall,
But a guard just happened to see.
And that was the end of one-third of the three,
Melvin,
(Deceased)
And Fred

DON MARTIN DEPT. PART I

We are often asked what MAD'S maddest artist, Don Martin, really looks like — and if it's true that he resembles the characters he draws. Well, the answer is: No, he does not look like the people in his cartoons! Actually, due to his physical appearance, Don never planned on becoming an artist. He had much higher hopes — but his first offering of the issue shows you what happened to

A Young Man's AMBITION

**A Play about a Bleached Blonde called "Dark At The Base Of The Hairs"

You bet I'm cute baby! The most beautiful baby you'll ever see! Just wait till I grow up... and go to Hollywood...

Handsomest kid in class! Why, with this face, Hollywood will snap me up in a minute...

GOLDEN STUDIO

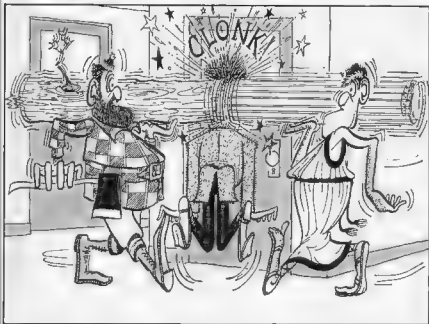
Well, I made it! Just wait until they get a load of this smile...

This is it...

CECIL B. DeFONEBONE
PRESIDENT

PROP DEPT

COSTUME DEPT.

CLONK!

SQUATTERS' RIGHTS DEPT. Almost everyone is vitally concerned with the welfare of children these days, and as a result, more and more magazines are publishing articles which deal constructively with the subject. F'rinstance, we've already seen "Guides for Parents," and "Guides for Teachers" and "Guides for Camp Counsellors," and even "A Guide

A MAD Guide For

ARTIST: BOB CLARKE

REFERENCES

The first thing a Baby Sitter must do when called for a new assignment is to ask for "References." Get names and phone numbers of Sitters used previously. This way, you can check up on the working conditions. Below is a handy "Check List" for scoring new clients. If a client scores over 20, you're in! If score is between 10 and 20, use your own judgment. If it's below 10, say you're busy, but will refer a friend. Then send worst klutz you know!

BABY SITTER'S CLIENT REFERENCE ANALYSIS

NAME ADDRESS PHONE NO.

CHECK LIST OF ITEMS	RATING OF ITEMS (check one)			
	3	2	1	0
1. Condition of TV Set				
(A) Black & White	☐ GOOD	☐ FAIR	☐ POOR	☐ OUT
(B) Color.	☐ TRUE COLOR	☐ TECHNICOLOR	☐ RUNNY COLOR	☐ BLACK & WHITE
2. Food................	☐ TASTY	☐ EDIBLE	☐ INEDIBLE	☐ REVOLTING
3. Rates				
(A) Regular Hourly Rate..	☐ FAIR	☐ UNFAIR	☐ LOW	☐ RIDICULOUS
(B) Bonus Hourly Rate....	☐ AFTER 10 PM	☐ AFTER 12 PM	☐ AFTER 2 AM	☐ AFTER 6 AM
4. Furniture.............	☐ COMFORTABLE	☐ UNCOMFORTABLE	☐ LOUSY	☐ NONE
5. Record Player.........	☐ STEREO	☐ HI-FI	☐ GRAMOPHONE	☐ VICTROLA
6. Records.............	☐ ROCK 'N ROLL	☐ JAZZ	☐ SQUARE	☐ CLASSICAL (ugh!)
7. Telephone............	☐ UNLOCKED	☐ LOCKED	☐ NONE	☐ PAY PHONE
8. Liability Insurance.......	☐ $100,000	☐ $50,000	☐ $10,000	☐ CHEAPSKATE
9. Type of Children........	☐ FAIR	☐ BAD .	☐ TERRIBLE	☐ YECCHHH!
10. Number of Children......	☐ ONE	☐ TWO	☐ THREE	☐ FORGET IT!

•• A Ballet about a Bachelor called "Fiancée Free"

for Truant Officers.'' But there's one area concerned with the welfare of children which has been sorely neglected—and it involves the people who have more to do with kids than any of the aforementioned groups. And so, to those of you who contemplate working as one of these dedicated, but unsung heroes, we now offer:

BABY SITTERS

WRITER. AL JAFFEE

PERSONAL APPEARANCE

After the client's references have been checked and found to be acceptable, certain serious obligations on the part of the Sitter then arise. Most important of these is not to louse up this good deal. After all, Sitters have many ways to judge clients, but clients have few ways to judge the person to whom they will entrust the safety and well-being of their precious offspring. One of these is the Sitter's appearance. Attire plays an important role here.

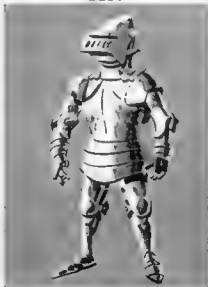
EXAMPLES OF BABY SITTER ATTIRE

BAD

This type of attire is much "too far out" for most parents, and definitely will not instill confidence in them.

BETTER

This type of attire is slightly more acceptable, but still won't instill feeling of confidence in most parents.

BEST

This type wins parents' confidence as Sitter seems safe from little monster and is not likely to sue for injuries.

ACCESSORIES AID PERSONAL APPEARANCE

Accessories like those shown below will add immeasurably in improving a Baby Sitter's appearance If a Sitter does not own them. they should be borrowed or rented prior to showing up for a job However, buying them outright is a wise investment, as they will pay for themselves quickly with more jobs at higher pay And they're tax deductible!

EYEGLASSES

Eyeglasses give Sitter appearance of being serious and intelligent. Have them made up with clear glass set in dark heavy frames to avoid eyestrain

BOOK COVERS

Book covers from famous classics are a must for covering up trashy novels underneath Gives Sitter appearance of reading literature instead of junk

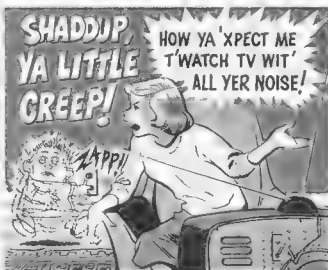
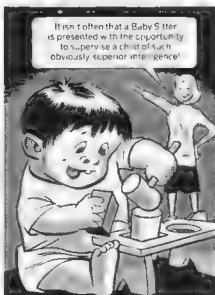
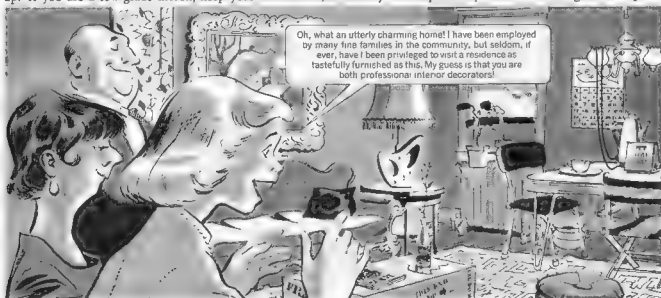
CLASSICAL RECORD

Classical record carefully placed on stack of Rock 'n Roll L.P.'s results in impression that Sitter will spend the evening listening to great music

**A Play about an Alcoholic Candlemaker called "Lost Wick End"

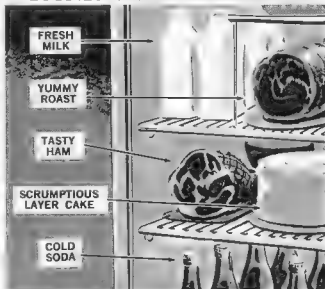
CONVERSATION

Another of the few ways that clients have to judge Baby Sitters is by the way they speak. So be careful to cover up! If you are a low-grade moron, keep your mouth shut, smile pleasantly, and nod "yes" or "no." If you do decide to converse with a client, care should be taken to speak correctly and impressively. Here are some good examples:

**A Musical Comedy based on the *Iliad* called "Babes In Troyland"

FOOD

One of the most important problems facing a Baby Sitter is food. Most clients are considerate, and realize from personal experience that it is practically impossible to go through an evening of watching TV without partaking of a 38,000 calorie snack. Therefore, leaving a tray of "goodies" for the Sitter has become a common practice.

"GOODIES" LEFT ON TRAY FOR SITTER

"GOODIES" LEFT IN REFRIGERATOR

Since client will rarely leave a stomach pump along with the Sitter's "goodies," you should not chance eating any! Instead, after a while, when hunger pains begin to gnaw unmercifully, drastic steps should be taken. First, you can usually dispose of "goodies" left for you by giving them to the child. His parents can't complain about that, and besides, his little cast-iron stomach is used to such junk. Now the problem of how to get some real food arises. There are many ways to accomplish this, but they require daring, and are not recommended for the chicken-hearted!

METHODS OF OBTAINING REAL FOOD

Remove roast from refrigerator, carefully noting its position so that it can be replaced in exact same spot.

Take long sharp knife and, without disturbing exterior of roast, skillfully hollow out 6"-deep center section.

Remove this center section and slice off 1" end piece. Use this end slice to plug up hole you made in roast.

Now replace roast carefully. You have delicious 5" hunk of meat, and family butcher gets blame for short weight.

Carefully remove layer cake from refrigerator or bread box, noting exact position as you did with the roast.

Take sharp knife and make two horizontal cuts, above and below center layer of cake, without messing icing.

Deftly remove center layer of cake and rejoin the top and bottom sections. Erase evidence by joining icing.

Carefully replace cake in original spot, and enjoy a treat. No one will notice that one layer is missing.

**A Horror Musical called "New Ghoul In Town"

GAMES

This is a very important section. It is designed to help the Sitter supply fun, pleasure, entertainment, and even education for the child. It is only by sheer coincidence that it also happens to get the brat off your neck! The games shown below are excellent examples, and should be committed to memory by any sitter who values her sanity.

**A Musical about Benjamin Franklin called "Kiss My Kite"

DOCTOR GAME

Sitter pretends to be a world-famous doctor, and child is a badly burned astronaut who survived rocket crash.

COWBOY GAME

Sitter pretends to be cowboy, child is lonesome li'l dogie from round-up. Branding, tho fun, should be avoided.

DETECTIVE GAME

Sitter pretends to be Eliot Ness and child is infamous beer baron, Alfred Neumi, trapped in barricaded brewery.

JUNGLE GAME

Sitter pretends to be chief of savage cannibal tribe of Upper Amazon, and child is captured English missionary.

TELEVISION GAME

Sitter pretends to be Ed Sullivan and child is famous European circus star appearing on show with new trick act.

SOLDIER GAME

Sitter pretends to be sadistic Jap Prison Camp Commander, and child is captured G.I. hero placed in solitary.

SLEEP

The importance of sleep in maintaining good health should not be overlooked . . . mainly, your health. A simple rule to follow is: "A sleeping child means a healthy Sitter!" Here are some hints for getting a child off to bed early.

THE DIRECT APPROACH

Sitter quietly but firmly informs the child that it's time to go up to bed.

MAKING A GAME OF IT

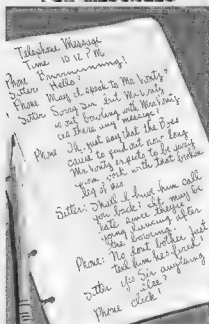
Sitter offers to be "horse" and ride kid "jockey" to bedroom "finish line."

GENTLE PERSUASION

Sitter threatens to be star baseball player and use kid's head as the ball.

THE TELEPHONE

The telephone is the Baby Sitter's best friend. Not only is it the primary instrument used to secure Sitting jobs, but it also plays vitally important roles (listed below) throughout the evening when you are actually on the job.

FOR MESSAGES

A baby sitter is often judged sharply by the kind of telephone messages she takes. A client is greatly impressed by the message that is complete and precise down to the smallest detail.

FOR ENTERTAINMENT

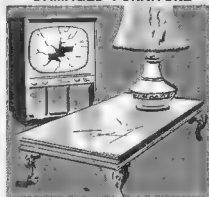
Calling friends can fill hours for a Sitter. A simple way to cover up such costly calls is to list phone numbers you dial in household directory under "Butcher" and "Tailor," etc. When the client checks up on exorbitant bill, he can only fight with phone company.

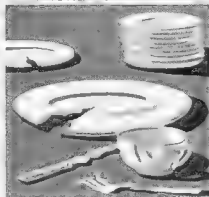
FOR EMERGENCY

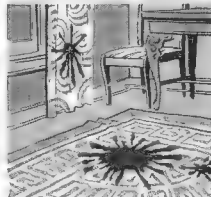
Sometimes, even after following this article, a particularly sinister and depraved child may get the upper hand during moment of Sitter laxity. Phone then becomes vital to your very life!

FIRST AID

A Sitter must have a thorough knowledge of "First Aid" in case of any unforseen accident which may occur. These may involve the Sitter, the child, or both. Below are some of the "First Aid" problems a Sitter is likely to encounter:

FIRST AID TO DAMAGED FURNITURE

(1) Touch up furniture scratches with children's crayons. They color in and wax over all damages simultaneously.
(2) Paste sheet of wax paper over the smashed TV screen. Covers damage so repairman will recommend a new tube.
(3) Turn torn lampshade to wall, and months will go by before discovery of damage, much too late to blame Sitter.
(4) Broken table leg may be glued, or turned to wall. Best method, however, is to cut other legs to same length.

FIRST AID TO BROKEN TABLEWARE

(1) Broken dishes may be reassembled and mended with glue or chewing gum.
(2) If there's no glue or chewing gum available, another method is to slip the reassembled pieces in the middle of stack of dishes. First person who moves stack will think he broke dish.
(3) If dishes are not kept in stacks, broken pieces can be placed near dog.
(4) Other items can be straightened, or if this fails, thrown into garbage. After all, who'll miss them anyway?

FIRST AID TO CARPETS AND DRAPES

(1) Stains on carpets and drapes can be camouflaged by carefully painting design back in with kid's water color set. Laundry or dry cleaner will get blamed when stains suddenly show up.
(2) Stains can also be camouflaged by moving the furniture to cover them up.
(3) If all else fails, sprinkle blobs of ketchup over spot, and over self. Lie down near spot; claim kid slugged you. Parents will be so fearful of a lawsuit, they'll forget about damage.

"A Movie about the *Rivera* called "Uncle Tam's Cabaña"

REWARDS

There are many rewards derived from working with children. However, this section will deal with the one reward that is uppermost in the minds of those working with children, be they teachers, pediatricians, camp counselors or child welfare workers . . . mainly, money! The Baby Sitter is no exception here. The main problem is to get as much money as possible. A simple motto to follow is: "Keep the eyes open, as well as the palms!" The alert, wide-eyed Sitter can increase her income immeasurably by setting her fees according to a client's ability (and willingness) to pay.

SET FEES ACCORDING TO CLIENT'S ABILITY TO PAY

The type of Home owned by Client can reveal much in this direction.

35¢ PER HOUR

50¢ PER HOUR

75¢ PER HOUR

$1.00 PER HOUR

SET FEES ACCORDING TO CLIENT'S WILLINGNESS TO PAY

The type of Child (or Children) can reveal much in this direction.

35¢ PER HOUR

50¢ PER HOUR

75¢ PER HOUR

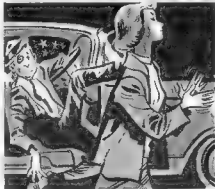
$100.00 PER HOUR

SPECIAL EMERGENCIES

This section deals exclusively with emergencies that arise after Sitting job is done. Here are some examples:

When parent drives Sitter home after long night of partying, he may doze off at the wheel. To keep him awake, you should know when to start talking.

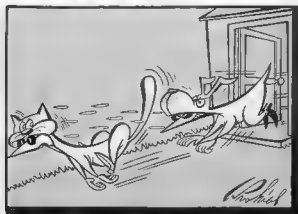
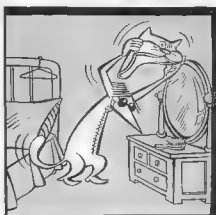
When parent drives Sitter home after long night of partying, he may have had "too many" to safely control car. You should know when to start driving.

When parent drives Sitter home after long night of partying, he may forget himself and show romantic intentions. You should know when to start walking.

SOCIAL SECURITY

The best Social Security advice we can give a Sitter is to quit the profession and start Socializing. Only then will she have a chance to someday meet the "right guy," get married, have a family, and start worrying about a Sitter of her own. By that time, there may be an article to help her . . . like "A Parent's Guide to Baby Sitters.'

JOKE AND DAGGER DEPT. PART I

Antonio Prohias is a famous Cuban artist who defied the censorship of the Castro regime with anti-Communist cartoons—until he was forced to flee Havana with his life. Now, he graces MAD with his cartoon sequence of friendly rivalry called—

**A Movie Biography of Joe E. Lewis called "Lush For Life"

A couple of issues back (MAD #57) we presented an issue of "BEATNIK," The Magazine For Hipsters." We now feel it's only fair to give equal time to the other side. Unfortunately, the "Squares" don't have their own magazine. But they do happen to have a daily newspaper...which looks like this...

REMEMBER
YOU READ
IT HERE LAST

THE DAILY SQUARE

"A NEWSPAPER FOR DISCRIMINATING "NOWHERE" PEOPLE

TODAY'S WEATHER
High 98, Low 92
(HOT ENOUGH FOR YOU?)
TOMORROW
Rain
(GOOD DAY FOR DUCKS)

Vol. 1, No. 126 | Saturday, May 6, 1961 | Ten Cents

KING AND QUEEN ARE CLAPPERS AT CLIP JOINT

Newly elected "Squares of the Year," Lawrence Welk and Spring Byington, applauding haircuts at Monte's Barber Shop as part of the festivities in their honor. They had planned to remain to watch an important shave, but their physicians advised against it, fearing that the added excitement might be detrimental to t...

BYINGTON AND WELK HONORED AS "SQUARES OF THE YEAR"

NEW YORK CITY—May 5. Lawrence Welk and Spring Byington were named "Squares of the Year" at a special Tuna Fish Dinner given in their honor by the American Square Society at the 48th Street Automat last night.

NOTED U.S. TV STUDIO GUEST ANGERED BY BEHAVIOR OF BRITISH VIDEO AUDIENCES

JERSEY CITY — May 5. Mrs. Emma Gans, a famous Square from Jersey City, returned from London, England, yesterday with lurid tales of English TV studio audience behavior.

Mrs. Gans, holder of the all-time American record for attending afternoon television shows, was sickened by the shocking attitudes of British TV studio guests.

"It's bad enough that they don't wave at the TV cameras like civilized people," said the irate Mrs. Gans, "but I was absolutely appalled to discover that they don't even have the intelligence to applaud wildly after commercial messages."

Mrs. Gans is planning a book about her experiences in Britain as soon as she concludes her current writing project, "TV and Movie Stars I Have Touched."

Mr. Welk and Miss Byington succeed Mr. and Mrs. D. Eisenhower, of Gettysburg, Pa., who held the titles for eight consecutive years.

Following the dinner, King Lawrence and Queen Spring were treated to an exciting "Evening-On-The-Town," which included applauding haircuts at Monte's Barber Shop on Times Square, watching supermarket trucks unload on W. 14th Street, standing on line outside Radio City Music Hall wearing funny hats on their heads and cameras strapped around their necks, and ended with a thrilling session of counting out-of-town license plates at the exit from the George Washington Bridge.

Festivities will conclude tomorrow with the King and Queen attending the Ed Sullivan Show, and taking bows from the audience. Mort Sahl will be Mr. Sullivan's special guest on the show.

"I like Mort Sahl," said Mr. Welk. "He's such a refreshing change from the usual entertainment we get. I mean, sure I enjoy laughing at smart comics like Tennessee Ernie Ford, Kathryn Murray, and Gale Storm as much as the next fellow. But if we want to lick the Reds, we've got to be serious, too. I like ...

THE SQUARE Fashion Corner

by Robert Hall

The fashion-conscious Square Male will want to pay particular attention to his wardrobe this busy social season, whether he's dressing formally for such important occasions as watching TV in a smart Y.M.C.A. lobby, or dressing casually for an informal evening or just wandering around town, enjoying shoe shines.

Starting at the top, the "Al Capone" wide-brimmed white hat is popular among the pace-setters this year. For informal wear, the brim is pushed up all the way around, and an old movie ticket or sporting event stub is placed to protrude cunningly from the band. For formal wear, no ticket stub.

On the shirt front, shiny red gaberdine and rich 19-color flowery prints are a must. For formal wear, these shirts go nicely with a wide, horse's head tie. For non-dress occasions, wear the popular purple cravat with the semi-nude figure that lights up at night to proclaim, "Won't you kiss me in the dark, baby?"

The two most popular slack shades this season are maroon and nile green. Both go equally well with formal and informal attire. For casual wear, the wide-lapel, one-button, yellow sport jacket is the latest rage. However, for more formal occasions, any navy blue double-breasted jacket from a 1946 graduation suit is preferred.

Hose? Eye-blinding orange-and-yellow, of course. As for shoes, the two-toned, brown-and-white, air-vented, winged-tip shoe is still the winner for the formal occasion. For other times, Ked's handball sneakers are coming up fast.

The most exciting accessories this season are the smart gold-monogrammed breast handkerchieves with clever sayings like "Yahoo, My Name Is Lou," and the sophisticated lapel pins with hilarious comments like "Call Me Nutsy."

If your wardrobe is incomplete, or if you have any important fashion questions you want answered, do the only sensible thing. Drop in at your nearest Army & Navy Store, or Sears Roebuck.

The Inquiring SQUARE

By Calvin Fluttle

QUESTION:

What was the most exciting experience of your life?

WHERE ASKED:

South Dakota, Indiana, and the N.Y. Planetarium.

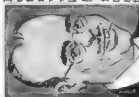
FRANKLIN GREBB
Free Lance Bore

My most exciting experience was riding an elevator all the way up to the roof of that three-story skyscraper they've got in my home town, Little Fish, Iowa. I was so dizzy that I almost fainted, and my nose was bleeding a little. When I looked down at the street from way up there, the people looked like ants. Later, I found out they *were* ants. Poor Ken Boff jumped off that very same roof the next day because his business had failed. It was tragic. He was laid up for three weeks with a sprained ankle.

LETTIE SPRING
Front Porch Rocker

My most exciting experience by far was the day the mailman came *up* our block, instead of *down*. For 37 years, he'd always come *down* our block, and then this one day he came *up* our block. I was very upset, until I realized I'd been sitting on my neighbor's porch across the street, so he'd really come *down* our block after all. But ever since then, I've had heart trouble.

HIRAM GLERK
Professional Toothpick Chewer

I guess the most exciting thing that happened to me was in 1957 when I saw a car with a South Dakota license plate go by in our street. When I told the folks this fantastic news, they got all excited and threw me a big party and bought me all kinds of nice gifts. It was a wonderful gesture on their part. Especially since we all *live* in South Dakota.

MYRTLE FLUNGER
Celebrity Admirer

The most exciting experience in my life was meeting a real-live famous celebrity right in my own supermarket in Muncie. It was screen star Jerome Cowan's second cousin, Benjamin. To my amazement, he was buying frozen pizza pie just like any *average* person might. And then he walked out of the store just like any *ordinary* person would; you know, with one foot in front of the other. And if that wasn't enough for a body to take in one afternoon, he stopped to blow his nose like *anyone* might. And that's why I'm proud to be an American.

ARTIST: JOE ORLANDO WRITER: LARRY SIEGEL

SQUARE

About Town

by Walter Winklodd

Edna Saunders, the luvvly Peoria trading stamp saver, and Lemuel Geyer (he's the Des Moines matchbook cover collector) looking ga-ga-gone over a cottage cheese and watercress plate at Schrafft's (an afternoon TV show wedding coming up, kids? Hmmmm?) . . . New Baby Dept.: It's a 6-Pound Squaress for the veddy wealthy Samuel Bumkins (he's President of the Arthur Lake Fan Club) . . . Norman Rockwell's new tome: "Ernie Bushmiller, Master of Abstract Expressionism" on the book shelves this Thurz.

* * * *

The Sy Bissells (of the snooty Coney Island clan) heading for Splitsville. She'll get custody of their autographed Art Linkletter pix . . . Sightseeing bus barker Oliver Spurlock's long-kisstance calls are to Zelda Gonff (she's in Sacramento, Cal. for the North American Mah Jongg Championship finals) . . . A real screamer overheard at the Third Avenue A&P: "Listen, if you're ever in the neighborhood, don't be a stranger!"

* * * *

BWAY SUCCESS STORY: Two and a half years ago, she was just another waitress working behind a Walgreen's soda fountain. All she had was $8.50 in the bank, and a heart full of dreams. Then on September 23, 1958, she got her first big break. The rest is history. Today, you know her as dynamic, award-winning pigeon breeder Laura Lockerman.

* * * *

HOT OFF THE SQUARE PRESS: The Scarsdale Ladies Bridge Club just cancelled their matinee theatre party ticket reservations for the new Bway hit show, "Trolley In The Dust." They found out there wasn't a single dirty word in it for members to yak and shriek at (smart move, gals!).

* * * *

BIGGIES ABOUT BIG TOWN: Racine, Wisc., hardware man Ozzie Zibindin panicking Main Stemmers with his hee-heelarious Whoopie Cushion . . . Lansing, Mich., plumber Gus Plank purchasing a "Mother" pillow in a Times Square souvenir shoppe . . . The George (Fargo, N. D.) Freunds playing the exciting new square game, "Count The Convertibles" as they cruise the West Side Drive . . . Esther (Hershey, Pa.) Gresham applauding the moving "news-in-lights" sign on the Times Building.

* * * *

BRIGHT SOUNDS AT THE SMART SPOTS: At Chock Full 'O Nuts: "What good is money if you don't have your health?" . . . At the Empire State Building Observation Tower: "This view alone is worth a million dollars!" . . . At Gimbels' Basement: "Listen, it's just as easy to marry a rich girl as a poor one!" . . . At Grant's Tomb: "Here today, gone tomorrow!" . . . At Bickfords Cafeteria: "Feed a cold and starve a fever!"

* * * *

SQUARE ORCHIDS TO: The exciting new egghead tome, "The Best of Dondi," a Cold War must-read . . . Liberace's swinging new platterific etching of "In The Gloaming." Stereokay! . . The smart wit of Sen. McClellan . . . Pinky Lee's socko new book, "The Sick Humor of Jack Benny" . . . The triple-threat song, dance and witty saying talent of TV's Bert Parks . . . Dennis Day's wonderful way with a jazztune . . . those tonsil-tantalizing Scotch-and-Ovaltine highballs at Longchamps.

**An Elvis Presley Spectacular about Achilles called "Love My Tendon"

ONLY $10 **Why Dress Old-Fashioned?** ONLY $10

Ivy League Suits Converted into Up-to-Date Double-Breasted Wide-Lapel Models

No fitting necessary. Bring in or mail your suit with $5.00 deposit. Small additional charge for razor sharpening lapels, inserting two pounds of shoulder padding, and pegging trousers.

WE CAN CHANGE IT!

CLASSY MASTER TAILORS

56 Bowery, New York, N. Y.

FREE: A 19 foot key chain to our first 50 customers.

SQUARE RECORDS

"The Finest In Record Albums For The Square Who Cares"

234. ED REIMERS SPEAKS FOR ALL STATE. A collection of Ed's best TV commercials, including the exciting sounds of inarticulate All State policy holders reading idiotic hard-luck stories of car accidents and home fires from Teleprompters in fascinating monotones $3.98

248. SEYMOUR GLUCK FUMFERS AND TELLS LONG, POINTLESS STORIES. A famous bore gives his own inimitable rendition of 28 of history's dullest anecdotes. Each anecdote is guaranteed to have no punch line. Some of the best stammering and gibberish ever recorded. $4.98

252. THE BEST OF TV TEST PATTERN HUMS. An album of 14 stirring sounds from your favorite TV test patterns, including the Channel 2 "Buzz", the Channel 11 "Beep", the Channel 7 "Burp", and other unintelligible noises, like sound track to a "Surfside 6" episode. $5.98

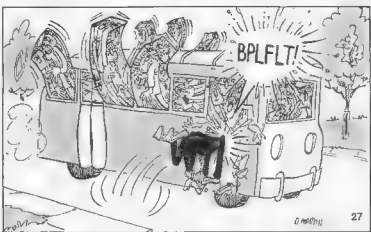
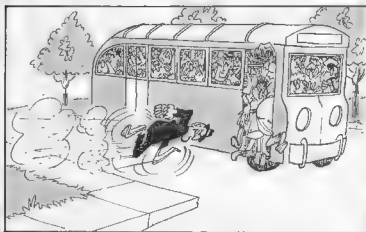
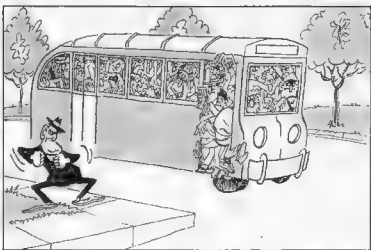
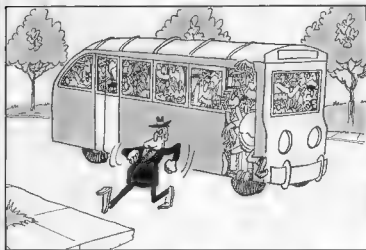
265. THE SOUNDS OF PERSONABLE ELEVATOR OPERATORS. On-the-spot recordings of momentous comments by famous elevator operators, including "Hot enough for you?", "Floors, Please?", "Step to the rear of the car!" and many other intellectual favorites. $3.98, and going up

279. MUSIC TO PASTE TRADING STAMPS BY. An all-time best selling square record album, Including 12 numbers recorded by Bertram Fedish and his orchestra, direct from the Jack Paar Show. They make albums after watching and listening to other TV shows, too. $4.98

421. NICK KENNY EXULTS. The famous American composer and poet recites from such abstract poems as his "God Bless You, Mr. Fireman", "I Love The Girl Scouts", "The Great American Streetcleaner" and others Heartwarming, poignant, and completely superfluous. $5.98

DON MARTIN DEPT. PART II

And now, Don Martin relates another of his personal experiences in this "Mad" world of ours where "pushy" people get ahead. Don learned this one day while

Boarding the Uptown Bus

Some people say that America's "National Pastime" is *Baseball!* Other people say that America's "National Pastime" is *Making Money!* Actually, both statements are correct, since nowadays, *Baseball* is mainly concerned with *Making Money*. But it was not always that way. We can remember when Base-

THE BUSINESS

HERE'S WHAT BASEBALL WAS LIKE IN THE GOOD OLD DAYS:

THE CONFERENCE ON THE MOUND

How can we get to this guy, Harry?

Don't worry! I got his number! He can't hit low, inside fast balls! So take a big wind-up and breeze 'em in below the knees! I think he'll go for it! He's a sucker for pitches like that!

ADVISING THE BATTER

I don't know what I'm gonna do! This slump's really got me down!

Look, Slugger, the game today can go either way, so hit away, even if it means ya gotta sacrifice! If ya do get on, take a good lead and watch for my signal. If I fold my arms, it's a steal!

HERE'S WHAT BASEBALL IS LIKE IN THE MAJORS TODAY:

THE CONFERENCE ON THE MOUND

How can we get to this guy, Harry?

Don't worry! I got his number! It's FUngus 4-5734! After the game we'll call him and tell him about our new bowling alley! I think he'll go for it! He's a sucker for pitches like that!

ADVISING THE BATTER

I don't know what I'm gonna do! This slump's really got me down!

Look, Slugger, the Market today can go either way, so sell out, even if it means ya gotta sacrifice! If you were smart, you'd take a good lead and invest in my oil company! At the price I'm givin' ya, it's a steal!

BUSINESS WEEK

*A TV show about Clergymen called "Parson To Parson"

ball was played by tobacco-chewing heroes who hit the sack at 9 P.M., and didn't care about anything but the game. Today, the situation is somewhat different, with players endorsing ads, running restaurants, and clipping coupons. In other words, today, our National Pastime is rapidly turning into...

OF BASEBALL

IF THE "BUSINESS TREND" IN BASEBALL CONTINUES WE CAN SOON EXPECT DEVELOPMENTS LIKE THESE...

THE POST-GAME INTERVIEW

Hi, evverbody! This is Mel Allen with our daily "After-The-Game Interview"! Today, we've come down to the New York dressing room to talk with star Yankee outfielder, Monk Frisbee! Hello, Monk...

Hi, Mel! Hey, looks like you need a new sports coat! You oughta drop around to the store! We've got a clearance sale goin' on! Twenty-percent off on every garment! Hear that, fans...?

Sure, Monk! But I really came down here to ask you how you feel after hitting that game-winning home run today!

It was great, Mel! A real thrill, especially since Spaulding sends my kid a fifty-buck savings bond every time I hit one!

**A Musical about Mr. Baruch's Financial Dealings called "Buy, Buy, Bernie"

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

I see, Monk! By the way, that was some slide you took into second base today... considering you'd just hit a ground rule double!

Yeah, well my agent tipped me off earlier that a 'Sports Illustrated' photographer would be covering the game... and I figured an action color-shot of me in the magazine oughta be worth a couple of more endorsements this year, at least!

Listen, I'd like to talk longer, Mel, but I gotta run! The editors of "Business Week" are running a cover story on me next issue and I'm late for the interview! I can't afford to pass it up! It'll mean great publicity for the store! So long, now!

So long, baseball great, Monk Frisbee!

SPORTS STORIES

BASEBALL FICTION

The Day Lefty Bates Lost Control

By Orville Pulpwright

Lefty Bates climbed from the dugout, and shuffled slowly out to the mound as the hot August afternoon exploded with a deafening roar. The jam-packed stands were full, and the crowd was screaming itself hoarse.

Lefty fingered the familiar horsehide surface of the ball cradled in his hand, and waited for the ovation to fade. He glanced at the scoreboard, and noted the eight consecutive zeros.

Yes, it was the last of the ninth! Just three more outs, and he would accomplish the dream of all pitchers . . . nine innings of perfect pitching . . his first no-hitter!

And yet, despite the encouraging cheers of his teammates, and the heartening applause of the fans, Lefty felt alone. Alone, and afraid. Because he knew something that no one else in that vast stadium knew.

Lefty Bates knew he had lost control!

He had received the news in a telegram between the innings. The three other directors of The Bates Corporation had secretly pooled their stock proxies and voted him out. The sporting goods manufacturing company that he had organized and nurtured and built into a million dollar enterprise . . . the company that bore his name . . . was no longer his.

He had lost control of the business!

As he studied the catcher's signal through mist-filled eyes, and wound up for the pitch, his mind went back over the years . . . back to the beginning of the battle for control of The Bates Corporation . . . when the noted financier A. S. Pretzelbend, had started buying up stock,

CONT. on Pg. 79

"Lefty knew something no one else in that vast stadium knew..."

•A Musical about a Giant Gorilla called "The Kong And I"

BASEBALL BUBBLE GUM CARDS

MAJOR LEAGUE BASEBALL STARS No. 17

Major League Baseball Stars #17

Hiram "Gummy" Hornbeck

INFIELDER, PITTSBURGH PIRATES

Holds all-time record for appearances on the Ed Sullivan Show, 1954-61. First Major Leaguer to endorse toothpastes of three rival dentifrice firms and not be sued, 1958. Volunteered to have all his teeth pulled to qualify as an endorser of Polydent, 1959. Listed in "Who's Who", 1945; Dunn & Bradstreet, 1955; N. Y. Stock Exchange, 1956; U. S. Govt. Anti-Trust Proceedings, 1957. Retired as a player in 1949.

BANK BOOK

MAJOR LEAGUE BASEBALL STARS No. 45

ARGUMENTS BETWEEN FANS

Geez, I can remember back in September, 1956, when Mantle pulled off his one and only Triple Play! What a day that was! Full-color endorsements for Lucky Strikes, Schick Electric Razors, and Acme Blast Furnaces — all in the same issue of Life!

Aah, you're wrong! It wasn t Life! It was Look, and it wasn't in September, 1956, it was late August! And it wasn t a Trip e Play! It was a Quadruple Play! He also endorsed Ot s E evators in the same issue! Ya prob'ly missed it 'cause it was in the back of the magazine, page 87 to be exact!

Aah, you guys think Mantle's so great! I suppose ya never heard of Stan Musial! I suppose ya never heard of the time he went five for five! Yeah, that's right! In one week, full-page endorsements for five different products in five different top-circulation magazines! And I can name 'em! Camels in Life, Seven Up in Time, Rolls Royce in Newsweek, Betty Crocker Cake Mixes in Woman's Day, and the United States Government in the Saturday Evening Post!

Boy!, you guys rea y know your baseball!

#@Z !-!!

THE NEWSPAPER SPORTS SECTION

National League Team Standings

TEAM	Total Attendance (millions)	Hot Dogs (thousands)	Beer (thousands of cases)	Cokes (thousands of cases)	TV Rights (millions of dollars)	Profit Margin, (%)
Los Angeles	1 8	612	415	617	$2 5	.597
Pittsburgh	1 6	445	502	735	$2 2	.532
Milwaukee	1.1	516	8	1122	$2 6	.513
San Francisco	1 4	656	462	675	$1 8	503
St Louis	0 9	472	817	66	$1 8	500
Cincinnati	1 1	377	365	456	$1 6	.484
Chicago	0 8	18	344	432	$1.4	474
Philadelphia	0 7	256	341	415	$1 2	.398

Top Ten Players

PLAYER	Annual Salary	Stock Shares Bought	Stock Shares Sold	Other Outside Income	Pct. left After Taxes
Mendl, Pitts.	$75 000	4.586	4,112	$189 000	.403
Freen, S. F.	$60,000	4,098	3,674	$.23 000	.390
Nubbley, L. A.*	$50 000	27,501	24	$ 91 000	.388
Tarr, Pitts.	$45,000	2,460	2 460	$ 88 000	.361
Kfora, Phil.	$40,000	11,666	9 836	$ 17 000	355
Gunn, Chi.**	$35 000	10,099	333 189	$ 76,000	343
Koffee, Milw.	$35,000	4 550	2 768	$ 45 000	.339
Knott, Cinc.	$35,000	5,080	3,765	$ 22 000	325
East, St. L.	$32 000	3,837	2,486	$ 20,000	317
Arme, Pitts.	$30,000	2,469	1,572	$ 14 000	.308

*Retired midway in season **Convicted midway in season

Endorsements			
Inoide, S. F.	47	Kamra, Chi.	38
Cherry, Pitts.	44	Round, L. A.	35
Wind, Milw.	40	Cole, Pitts.	33

Tax Dodges			
Powder, Milw.	17	Meetmeem, St. L.	12
Molar, Phil.	16	Ever, Cinc.	11
Hocks, Pitts.	14	Mend, L. A.	8

BASEBALL LORE

Major League Baseball Stars #45

Morton "Nifty" Lovejoy

PITCHER, CHICAGO WHITE SOX

First player to raffle off his World Series T-shirt, 1955; named Most Valuable Player by Belmont Race Track, 1956. First player to endorse frozen pizza pies, 1957; whiskey, 1958; a $5,000 bum check, 1959. Mobbed by team mates outside Comiskey Park after selling them 3,000 shares of phony uranium stock, 1960. Holds all-time American League record for most plugs of his own restaurant in TV interview following double-header in July, 1961.

Casey at the Bank

by Ernest Lawrence Payer

The outlook was insolvent for the Mudville nine that day;
The team was in the cellar and the crowds all stayed away;
The management grew worried when they saw the empty seats –
How could they meet expenses with such lousy cash receipts?

They had to meet the payroll and they had to pay the cost
Of uniforms and fielders' mitts and baseballs which were lost;
The printing of the tickets also took a tidy sum,
And the owners asked each other, "Where's the money coming from?"

It was clear to all the bigwigs that they'd need a helping hand;
Their treasury was empty and their credit wouldn't stand;
They put their heads together, but they drew a total blank,
Until someone suggested, "Let's send Casey to the bank!"

Now, somewhere there are ballclubs where you hear the players wail;
Where clubs are going bankrupt and where teams are up for sale;
And somewhere there are ballclubs where the owners weep and moan;
But there's only joy in Mudville — Mighty Casey got that loan!

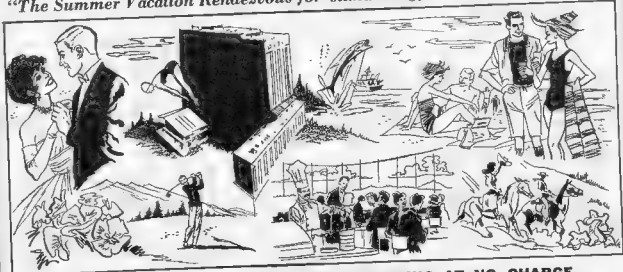
Now that July and August are approaching, Summer Resorts are beginning to flood the newspapers with ads, tempting vacationers with exotic-sounding descriptions of facilities for fun and leisure. F'rinstance, last summer, while planning our two-week vacation, we ran across this example of . . .

THE TYPICAL SUMMER RESORT AD

WRITER: LARRY SIEGEL ARTIST: JOE ORLANDO

MEET WARM, FRIENDLY PEOPLE AND ENGAGE IN POPULAR INDOOR AND OUTDOOR SPORTS

at Fabulous Wildlife-In-The-Pines

"The Summer Vacation Rendezvous for stimulating, cultured sophisticates"

BROADWAY ENTERTAINMENT EVERY EVENING AT NO CHARGE

10 CHAMPIONSHIP TENNIS COURTS AT YOUR DISPOSAL

PLAY GOLF ON OUR 18-HOLE PROFESSIONAL COURSE

FREE DANCING LESSONS FOR ALL OUR GUESTS

Thrill to our culinary artistry, and be pampered by our courteous and efficient dining room staff

Enjoy fabulous swimming and other waterfront activities on our magnificent private lake

FORGET YOUR CARES AND LOSE YOURSELF IN AN ATMOSPHERE OF UNPARALLELED RELAXATION

$4 PER PERSON DAILY*

*That's five to a room, and there's only one room at that price, which is never available. The other 597 rooms are $19 per person daily.

Wildlife-In-The-Pines

Tummeling, Connecticut

**A Musical about the Garden of Eden called "Call Me Adam"

Well, the ad looked appealing enough, so we packed our things and went up to "Wildlife-In-The-Pines" for two weeks. And at the end of our vacation, we compared these excerpts from the original ad with the corresponding features of the resort itself. And this is what we actually found at . . .

THE TYPICAL SUMMER RESORT

THE AD EXCERPT: **MEET WARM, FRIENDLY PEOPLE AND ENGAGE IN POPULAR INDOOR AND OUTDOOR SPORTS** AND WHAT WE SAW AT THE RESORT!

ATTENTION, NEW GUESTS! ALL THOSE ANXIOUS TO GET MARRIED IMMEDIATELY, FALL IN ON THE BASEBALL FIELD. THOSE HERE FOR KISSING ONLY WILL CONVENE ON THE CASINO LAWN. CASUAL PHONE-NUMBER-TAKERS WILL MEET DOWN BY THE LAKE!

Hi, there! I'm Hal Operator, the Social Director.

Well, now that that's over with, would you like to see Lovers' Lane?

Not until I know you better!

Okay, now I know you better!

Vivian, we've been here nine minutes already and we're **still** not engaged!

If nothing happens in the next nine minutes, let's leave for Hilltop Lodge!

Puff-puff! I'm Dr. Furd, the hotel physician, Mrs. Stortz. I got your emergency call and ran down from the 12th floor where I was right in the middle of an important operation. Now what's wrong?

Doctor, I'd like you to meet my daughter, Zelda.

Darling, do you believe in big weddings?

Why "big wedding" **me**, Miss? I'm 58 — and I'm only the Porter here!

THE AD EXCERPT: *"The . . . Rendezvous for stimulating, cultured sophisticates"* AND WHAT WE SAW AT THE RESORT!

I've just heard some stimulating news! Breakfast will be served five minutes earlier today!

I can hardly wait so I can finish up quick and line up for lunch!

Wait till I write home and tell my mother I was **first in for breakfast** this morning! Will she be excited!

Yeah, but don't tell her you've been waiting on line since **after dinner last night!**

Anybody want to buy my spot on line for **lunch** later? I'm skipping it and lining up for dinner right after **breakfast!**

I didn't sleep a **wink** last night. I remembered I left a **roll** at dinner!

I never leave anything. The salt was great yesterday!

Do you like Shakespeare better than Bacon?

It doesn't matter to me! I eat **anything!**

THE AD EXCERPT: **BROADWAY ENTERTAINMENT EVERY EVENING AT NO CHARGE** AND WHAT WE SAW AT THE RESORT!

How on earth can they call these guys **Broadway entertainers?**

During the winter they sing for **pennies in front of the Automat** on Broadway

Somebody said this juggling act is booked on the **Ed Sullivan show** next week!

Gee, I didn't think they were **that bad**

I don't quite understand! In the newspaper ad it said **"entertainment at no charge"!** Now we find out it's $3 a person to see the show!

I'd kick to the management about it — if it weren't for the fact that they're **paying us** the $3 to see it!

THE AD EXCERPT: **10 CHAMPIONSHIP TENNIS COURTS AT YOUR DISPOSAL PLAY GOLF ON OUR 18-HOLE PROFESSIONAL COURSE** AND WHAT WE SAW AT THE RESORT!

With all the holes and weeds, how come they call these **championship** tennis courts?

They held the **Rodeo** Championships here last month!

Sorry to disturb you, bub, but it's time for me to pick the **corn** I got growing in the back court!

If you find a little boy in there, he's **mine!** He disappeared here last season!

Hey, why jump over the net to **congratulate** me? I haven't won the **match** yet!

So, who's congratulating? I'm **a golfer**, and there's a **bull** loose on the eighteen hole professional golf course!

THE AD EXCERPT: **FREE DANCING LESSONS FOR ALL OUR GUESTS** AND WHAT WE SAW AT THE RESORT!

Okay, folks! We're now going to learn the "Cha-cha-cha"! Ready? Here we go!

CHA!

So much for the **free** lesson!

What happened to the **other** two "Chas"?

They cost **$25.00!**

Will they sell **one** "Cha" for — say — $20.00?

I asked them once! They won't break up a set!

How about **me** buying the other two "Chas," and **you** buy one from me?

Why buy somebody else's **troubles?**

I guess I can always start with what I've learned and hope somebody cuts in quick!

THE AD EXCERPT: ***Thrill to our culinary artistry, and be pampered by our courteous and efficient dining room staff***

AND WHAT WE SAW AT THE RESORT!

THE AD EXCERPT: ***Enjoy fabulous swimming and other waterfront activities on our magnificent private lake***

AND WHAT WE SAW AT THE RESORT!

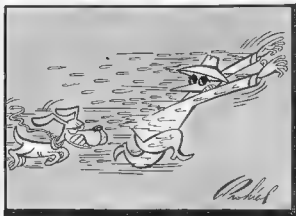
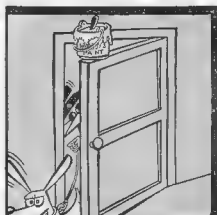
THE AD EXCERPT: **FORGET YOUR CARES AND LOSE YOURSELF IN AN ATMOSPHERE OF UNPARALLELED RELAXATION**

AND WHAT WE SAW AT THE RESORT!

JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as —

SPY VS SPY

**A Tragic Play about Building Construction called "Edifice Wrecks"

A few years ago, there was a popular show on TV called "Medic." The purpose of that show, if you recall, was to show how sick people could be turned into perfectly normal people through medicine. Well, times have changed, and so have TV shows. Now there's a show on TV which does exactly the opposite... namely, by badgering, annoying, and embarrassing unwary victims, the purpose of this show is to turn perfectly normal people into sick people through sadism. And so, join us now as we tune in on **MAD**'s version of...

SNEAKY CAMERA

WRITER: LARRY SIEGEL ARTIST: JACK RICKARD

And here he is your host on "Sneaky Camera" ARTHUR GADFLY!

Thenk you! Thenk you! Hello, everybuddy, and welcome to "Sneaky Camera"... the show that demonstrates how adult TV stars can earn thousands of dollars a week insulting, embarrassing, and doing other obnoxious things that children would be spanked for!

And now...let's meet the creator of "Sneaky Camera"

ALLAN FUNN!

Thanks, Arthur! I think you're going to really enjoy some of the sadistic gags we pulled on folks this week!

Now, in this first one, we've set up our cameras in a bank...unbeknownst to the tellers working there... and I've just come in wearing a mask, and carrying a gun in one hand and a brown paper bag in the other!

Let's watch!

• A Musical about German Opera called "Paint Your Wagner"

All right Mac! This is a stick-up! Clean out your cash drawer and put it in this paper bag!

Y-yes, sir! Y-yes, sir! Right away! Only, please.. Don't shoot me!!

What's the matter, Mac? Why so pale and scared, huh? Speak up! Tell everybod — I mean — tell me why you're shaking like that! Don't be bashful! Talk right into my gun here! What's worrying you? Huh?

I...I got a wife and three k-kids!

Hey, I was only kidding, Mac! Don't you recognize me! I'm Allan Funn and you're on television!

Television? You mean you mean you weren't really holding up the bank?!

That's right! You're on "Sneaky Camera" right now! See, this gun is really a microphone, and — Well, if you don't believe me ask the Bank Manager! He was in on the whole thing!

Precisely right, Snediker! It was all a gag! Unfortunately, though you didn't know that! And I see you forgot to set off the alarm! We can't have tellers who lose their heads working here Snediker! In other words **you're fired!**

But I've got a wife and three kids!

SNEDIKER

Allan . . . heh-heh . . . you're such a crazy guy! (Chuckie-chuckie!) The things you dream up! Honestly, I just can't help laughing and laughing! Heh-heh! What's next?

Well, Arthur, in this next sequence, we point our camera through a kitchen window at an unsuspecting wife . . . as I come in dressed as a **milkman!** Let's watch!

Oh, hello! You must be our new milkman! I've never seen you before This is a funny time to collect the bill! Pardon me for being abrupt, but I'm in a hurry! It's our 10th wedding anniversary, and my husband and I are celebrating downtown. He'll be home any minute

Darling!

Hah?

Darling, you don't know how long I've waited for us to be alone like this! **Kiss me**, my sweet, and tell me you love me into this milk bottle

But... But I don't know you! You must be insane! I love my husband!

Beatrice! What is the meaning of this!? I'm going to call my lawyer and sue for a divorce!

Arnold! **Wait!** This guy just barged in and started kissing me! I don't even know him! **Believe me!** I love you! You and the children are my whole life!

Listen, folks! I've got a big **surprise** for you! You're both on TV!

You'll be hearing from my lawyer! Good bye!
B-But, Arnold! It's our 10th anniversary! Please let me explain! There's been a terrible mistake! Come back!
Recognize me? I'm Allan Funn, and you are on "Sneaky Camera" right this minute! Exciting, isn't it?!
Divorce granted! The husband will have the custody of the children! Court is adjourned!
But . . . but your Honor!
Guess what, Madame! You're on TV! Recognize me? I'm Allan . . . Oh, forget it!
Heh heh! Oh, Allan, Allan . . . you mad mischievous pixie! Heh heh! You're such a loveable nut!
Doing that sequence was a lot of fun, Arthur, and the woman was a real good sport. She finally agreed to accept very small alimony payments!
Now, for this next bit, we set up our camera in a hospital operating room, and I disguised myself as a surgeon about to operate on a guy with acute appendicitis! Let's watch . . .
Hello, there! I'm your surgeon! And I've got news for you! Instead of using an anaesthetic for this operation, I'm going to try something different! I'm going to give you an Aspirin!
Gasp! an Aspirin?!
Don't you want an Aspirin? Speak up! You're mumbling! Talk right into my stethoscope, and stop moving your head! Why don't you want an Aspirin? Huh? Afraid it might upset your stomach? Huh? How about a Bufferin, instead? Am I being overbearing and obnoxious enough?
HELP! LET ME OUT OF HERE! THIS SURGEON IS NUTS!
All right! Time to operate! Nurse, hand me the rip saw . . . electric drill . . . ice pick . . . chisel . . . stapler!
Yes, Doctor! Rip saw . . . electric drill . . . ice pick . . . chisel . . . stapler!
SAVE ME! SOMEBODY SAVE ME!

Okay, Mac! Take it easy! I've got a surprise for you. Guess what? You're on TV! Recognize me? The man from "Sneaky Camera"?

Hey, Mac! Snap out of it! Didn't you hear me? You're on TV. . !

I'll take over now, Mr. Funn. I'm Doctor Pfeffer! Looks like our patient's fainted. Thanks for visiting us with your sneaky camera. You can always count on this hospital for one hundred per cent cooperation! After all you're responsible for bringing most of our patients to us in the first place!

JACK RICKARD

Heh-heh! Oh, Allan, you irrepressible elf You're such a "fun" guy. By the way (chuckle chuckle) what ever happened to the patient?

See for yourself, Arthur! He's right here in our studio . . . completely recovered from his appendicitis operation!

Of course, right now he does have a touch of heart trouble!

Gentlemen, please don't talk directly to the patient. And tell the studio audience not to applaud. He needs rest absolute rest for the next six months!

Well, Allan! I guess that winds up another show! Honestly, I can't get over (chuckle-chuckle) how creative you are! I mean, nobody is safe from your "Sneaky Camera"! Tell me what poor slob are we going to play a dirty trick on next week?

Next week, Arthur, the audience's in for a big surprise . . . and a real treat! Because the poor slob we play a dirty trick on is . . . namely . . . YOU!

Allan, Allan . . . you incorrigible imp. What skulduggery are you cooking up now? Heh heh . . . !

Say, there's Julius La Rosy, and Marion Marlon, the Kordettes, and lots of other people I've fired over the years! What are they doing here?

Arthur, you never really fired them . . . because they never worked for you! They all worked for me! And they have for years! You see everything that's happened to you for the last 37 years has been a phony! I set it all up . . . and I have it all on film! And I'm going to show that film . . . next week!

In other words . . . heh-heh, I'm not really a big TV star? And I've never really fired anybody?! And I don't really know Presidents, and other famous people?!

That's right, Arthur. Eisenhower, Charlie Wilson . . . all the big shots you pal around with actually work for me! They've all been in on this little "Sneaky Camera" stunt.

Then . . . heh heh, I'm really a nobody!? Oh, this is a scream! Heh-heh heh-heh-heh . . .

I knew you'd get a kick out of it, Arthur! Oh . . . say! When you get around to it, you owe CBS $12,000,000! You know . . . for salaries they paid you . . . but which you never really earned!

Well, folks! This ends another session of "Sneaky Camera"! But before we go, I've got news for you! I mean YOU . . . right out there . . . !

Remember all those secret personal things that have happened to you during your life? The ones you're really ashamed of? Well, I've got them all on film! Isn't that a scream!? And someday soon I'm going to make YOU the star on "Sneaky Camera"!

*A Film Version of the Kinsey Report called "For Whom The Belles Told"

Just as Di Maggio was a "Ballplayer's Ballplayer," Don Martin is a "Sick Man's Sick Man," proven by the following which took place...

In The Doctor's Office

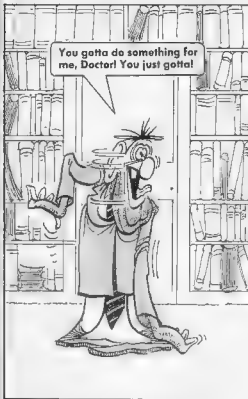
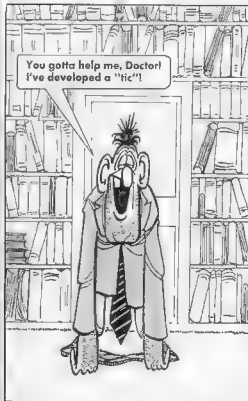
You gotta help me, Doctor! I've developed a "tic"!

Once it starts, there's no stopping it for hours!

You can imagine what a nuisance it is while I'm trying to eat!

You gotta do something for me, Doctor! You just gotta!

Look! See?? There it goes again!

A PRIVATE JOKE DEPT.

ACCORDING TO POSTERS AND TV ADS WE'VE SEEN, THERE HAVE BEEN SOME DRASTIC CHANGES MADE IN METHODS OF CLASSIFICATION AND ASSIGNMENT

A CAREER AWAITS YOU

IN THE OLD ARMY, YOU GOT A LOUSY ASSIGNMENT BECAUSE SOME DUMB PERSONNEL CLERK ARBITRARILY CLASSIFIED NEW RECRUITS WITHOUT ANY REGARD TO THEIR QUALIFICATIONS AND EXPERIENCE. EVERYBODY FROM "A" TO "D" WENT TO "COOKS SCHOOL," "E" TO "H" WENT TO "TRUCK DRIVERS SCHOOL," ETC.

for my Doctorate Degree, I did my advanced research in motor reflexes of frogs. I then pooled my findings with those of the noted biologist, Jerome Schnur, and won the Nobel Prize in

the only skool I ever gradooatid frum wuz the Charles Atlas institoot of Mussile Development which said that my head mussile wuz the hardist and thickist theyd ever

I QWIT SCKOOL AT SIXTEEN AND WENT TO WORK AT HERMANS LUNCH COUNTER WITCH DONT TAKE MUCH INTELLIJENSE BUT YOU CANT BE NO DUMMY NEITHER. AFTER HERMAN FIRED ME, I TRIED

FARM TOOL

at Harvard, where my Ph.D. thesis in Political Science, titled "A Critique of Russias Militant Policy in Africa" was accepted by the State Department, and published as

IN TODAY'S ARMY, NOWADAYS, EACH NEW RECRUIT'S QUALIFICATIONS AND EXPERIENCE ARE CAREFULLY CONSIDERED. SO YOU CAN REST ASSURED THAT

WRITER, DEAN NORMAN
ARTIST: BOB CLARKE

IN THE MODERN ARMY

BUT OUR MODERN MISSILE-AGE ARMY CANNOT AFFORD TO WASTE TALENT, SO THE OLD METHODS HAVE BEEN DISCARDED. TODAY, EVERY RECRUIT'S INDUCTION FORM IS CAREFULLY SCREENED FOR HIS QUALIFICATIONS AND EXPERIENCE. ONLY THEN IS AN ASSIGNMENT MADE . . . BY THAT SAME DUMB PERSONNEL CLERK!

**An Esther Williams Underwater Spectaclular called "20,000 Legs Under The Sea"

ONCE UPON A TIME-AND-A-HALF DEPT.

Now that good-old-fashioned spankings have passed from the American scene, about the only things that influence a child on his father's knee these days are the bedtime stories he hears. MAD has investigated this situation, however, and we

BEDTIME

...AS TOLD BY "JOB-

"THE HARE AND THE TORTOISE" as told by a PSYCHIATRIST

Once upon a time, there was a Hare who boasted that he could out-race any animal in the forest. Although this gave him the outward appearance of being an extrovert, actually the Hare suffered from a severe inferiority complex, and his boasting served only to inflate his own ego . . .

And so the Hare constantly challenged the other animals of the forest to race with him . . . knowing they'd refuse!

And they all did refuse. All except the Tortoise. Obviously, this Tortoise suffered from delusions of grandeur, and was displaying the early signs of acute schizophrenia . .

"THE THREE LITTLE PIGS" as told by a LABOR LEADER

Once upon a time, dere were dese t'ree unorganized Little Pigs who worked in a sweatshop for a stingy Wolf-boss. Dey was so unhappy wit' de miserable workin' conditions an' coolie-type pay dat dey decided t' do sometin' about it!

De foist Little Pig wrote up a list of grievances on a sheet of paper, and took it to his exploiting, capitalist Wolf-boss . . . but de Wolf jus' huffed, an' he puffed, an' he tore up de sheet of paper . .

De second Little Pig decided to picket, so he made a wooden sign an' marched up an' down in front of de sweatshop. But de Wolf jus' huffed, an' he puffed, an' he busted de sign to pieces!

have discovered that most fathers aren't content with merely telling these famous fairy tales the way they were originally written. No, indeed! The modern father adds a little extra to these stories. To show you how much extra, try these . . .

STORIES
CONSCIOUS" FATHERS

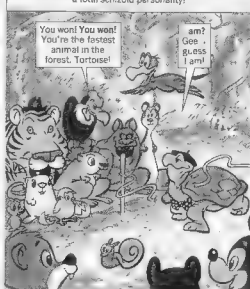
WRITER: FRANK JACOBS ARTIST: WALLACE WOOD

The race began . . . and soon the Hare was so far ahead that he decided to take a nap. In truth, he was suffering from neurotic fatigue, a rather common symptom of the emotionally disturbed . .

I've got plenty of time before Tortoise catches up . . (yawn) so I'll just take a quick snooze!

While the Hare slept, the Tortoise plodded on to win the race. This, of course, was most unfortunate for the Tortoise since it completely split him off from reality, turning him into a total schizoid personality!

You won! **You won!** You're the fastest animal in the forest, Tortoise!

am? Gee . . guess I am!

When the Hare awoke to find that he'd been beaten, the discovery was so ego-shattering that it jolted him into facing the truth about himself

I've lost . . . and yet, somehow, it doesn't seem **important** any more! I think I understand myself a little better, now!

And so, with professional help, the Hare was able to go on to live a normal, productive life. And the moral of the story is, It's much better to split the personality of Tortoise than it is to split Hare's!

*A Movie about General Grant's last Binge called "A Still At Appomattox"

But de t'oid Little Pig was smart . . . so he organized de other two Little Pigs into a Union, built a big Union Meeting Hall out of bricks, an' called a Strike

Bricks! Bah! This is what I do to brick Union Halls

AFP-C LOCAL

The Wolf-boss huffed an' he puffed, but no matter how hard he tried, he couldn't break the back of de Union . . .

All right! All right! I give up! Come back to work and I'll submit to your demands!

An' so de T'ree Little Pigs went back to work wit' a Union Contract, an' double-time for over time, an' holidays wit' pay, an' vacations wit' pay, an' compensation, an' hospitalization, an' coffee breaks, an' lots of other fringe benefits An' pretty soon, de stingy Wolf-boss went bankrupt an' hadda go out of business!

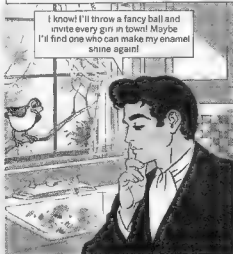
CLOSED

An' de moral of de story is: In Unions dere is strength!

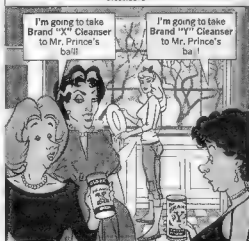
"CINDERELLA" as told by a TV ANNOUNCER

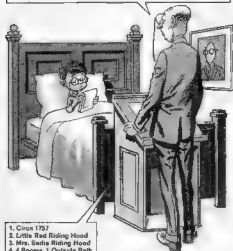
Once upon a time, in a far-away place called Elm City, U.S.A., there lived a Prince... Irving Prince.

Mr. Prince had the dirtiest sink in town. It was so grimy and grease-stained, he was almost ashamed to let anyone in his kitchen...

I know! I'll throw a fancy ball and invite every girl in town! Maybe I'll find one who can make my enamel shine again!

One of the snazziest-looking girls in town was named Cinderella. She lived with her stepmother and two stepsisters who had mean tempers, said horrible things, and used ordinary cleansers

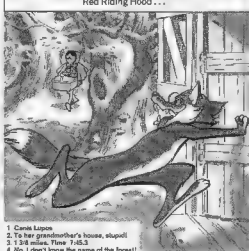
I'm going to take Brand "X" Cleanser to Mr. Prince's ball!

I'm going to take Brand "Y" Cleanser to Mr. Prince's ball!

"LITTLE RED RIDING HOOD" as told by a COLLEGE PROFESSOR

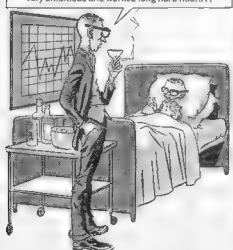
Once upon a time[1], a young girl[2] lived with her mother[3] in a small cottage[4] at the edge of a forest...

1. Circa 1757
2. Little Red Riding Hood
3. Mrs. Sadie Riding Hood
4. 4 Rooms, 1 Outside Bath

One day[1], her mother gave her a basket of goodies[2], and told her to take them to her sick[3] grandmother[4] who lived on the other side of the forest...

1. May 4th; 10.22 A.M.
2. Hot Soup, Stewed Axolotls and Halvah
3. Virus X
4. Mrs. Hermione Riding Hood.

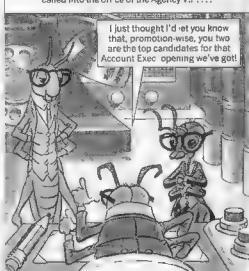
On the way, she met a sly wolf[1] who learned where she was going[2]. The wolf ran ahead[3] through the forest[4] to arrive before Red Riding Hood...

1. Canis Lupus
2. To her grandmother's house, stupid!
3. 1 3/8 miles. Time: 7:45.3
4. No, I don't know the name of the forest!

"THE GRASSHOPPER AND THE ANT" as told by an ADVERTISING

Once upon a time, an Ant and a Grasshopper worked in the same Madison Ave. Advertising Agency as $60-a-week clerks. The Ant was very ambitious and worked long hard hours...

But the Grasshopper goofed off every chance he could get because he knew that, office-wise, it didn't matter how hard you worked as long as you didn't rock the boat...

Hey, Ant! Let's slip down to the Beetle Bar for a couple of Dry Martinis!

Sorry, Grasshopper! I've got to work hard if I want to move up the ladder!

One day the Ant and the Grasshopper were called into the office of the Agency V.P....

I just thought I'd let you know that, promotion-wise, you two are the top candidates for that Account Exec opening we've got!

Naturally, Cinderella wanted to go to Mr. Prince's ball, too, but she just couldn't bring herself to take an old-fashioned cleanser along. And then, suddenly, her fairy godmother appeared with a shiny green can . . .

Here you are, Cinderella, a can of new **Comet Cleanser with Chlorinal.** Now you can go to the ball!

Oh, thank you, fairy godmother!

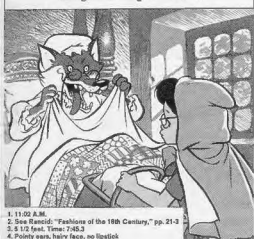
At the ball, every girl tried out her cleanser on Mr. Prince's sink, but none of them could remove the grease stains. And then Cinderella applied Comet with Chlorinal, and the sink turned spotless. But, at the stroke of midnight:

She's **gone!** And I don't even know who she **is!** But, wait! She dropped this can of Comet Cleanser!

Mr. Prince decided to search Elm City until he found a Comet-clean sink. He looked and looked. And then, at last, in the stepmother's house, he discovered Cinderella's gleaming sink . . .

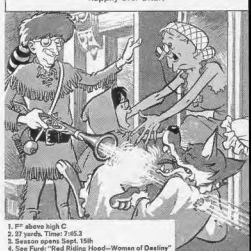
Marry me, Cinderella, and keep my sink **free from stains forever!**

And so, Mr. Prince and Cinderella lived happily ever after in Elm City, U.S.A., where everybody uses Comet Cleanser!

When he got there[1], the wolf locked the grandmother in a closet, put on her clothes[2], and jumped into bed[3]. The minute Red Riding Hood entered the house, she noticed something strange[4] about her grandmother . . .

1. 11:02 A.M.
2. See Rancid: "Fashions of the 18th Century," pp. 21-3
3. 5 1/2 feet. Time: 7:45.3
4. Pointy ears, hairy face, no lipstick

Red Riding Hood was particularly fascinated by her "grandmother's" large pointed teeth[1], and commented about them. Whereupon the wolf jumped up[2], grabbed her[3], and was just about to eat her for dinner[4] . . .

1. See Freebish: "18th Century Tooth Fetishes," p. 11
2. 17 inches. Time: 7:45.3
3. See Finster: "Red Riding Hood's Ordeal" pp. 102-8
4. 55,300 calories

But, luckily, a passing hunter heard her screams[1]. He ran into the house[2], killed the wolf[3], and freed the grandmother. And they all lived happily ever after.[4]

1. F# above high C
2. 27 yards. Time: 7:45.3
3. Season opens Sept. 15th
4. See Furd: "Red Riding Hood—Woman of Destiny"

EXECUTIVE

**A Musical about the *King of Iran* called "There's No Business Like Shah Business"

Efficiency-wise, the Grasshopper knew that the Ant was the better worker and would get the promotion unless he moved quickly, knife-in-the-back-wise. So he made it his business to run into the V.P. at the Beetle Bar . . .

Ant is a great guy, D.D.T., **despite** what they say about his spending time in a **Red Ant Colony . . .**

Did you say **RED?**

MEN

The next morning, the Ant was summoned into the V.P.'s office and told that, job-wise, he was finished. The Ant was stunned . . .

But you **can't** fire me, D.D.T.! I've got a **wife** and **three aphids** to support!

Sorry, Ant, but that's the way the cocoon spins!

Today, the Grasshopper is the Agency V.P. with a home in Westport. As for the Ant, he's still a $60-a-week clerk in another agency . . .

Hey, Ant! Let's slip down for a couple of Dry Martinis!

Sorry, Roach! I've got to work hard if I want to move up the ladder!

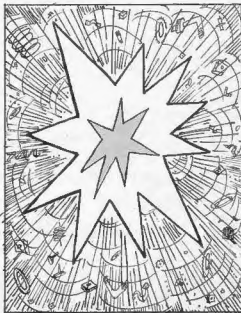
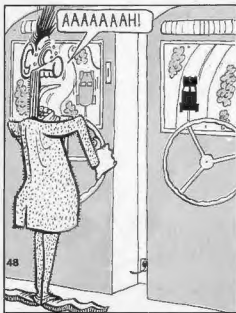
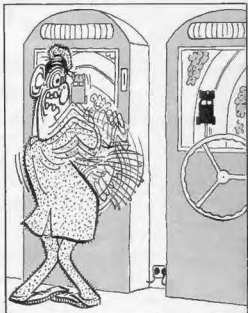
But, Ant! You're **75 years old!**

And the moral of the story is: If an Ant gets in your way, step on it!

DON MARTIN DEPT. PART IV

We've gotten lots of laughs from Don Martin's cartoons, but sometimes we've wondered what Don gets his laughs from. Now we know. Mainly from the riotous fun he has

In The PENNY ARCADE

AAAAAAAH!

HEADS WILL ROLL

—DOWN OUR MAIL CHUTE—THE MINUTE WE GET YOUR ORDER FOR A LIFE-LIKE, 3 DIMENSIONAL BISQUE CHINA REPLICA OF

MAD'S ALFRED E. NEUMAN

This delightful chalk-white, bisque china bust of Alfred E. Neuman, our "What—Me Worry?" kid, will add a **"MAD"** note to your home, mainly that note of hysteria when your friends see it. Here is an attractive decoration for your desk, mantel, book shelf, or garbage pail. Use it as a centerpiece for your tropical fish tank . . . or a place to park wads of chewing gum . . . or as a conversation piece to end all conversation. If you're looking for a collector's item, here is an item that will really collect . . . dust!

Comes in two sizes: **5½"** and **3¾"**. Act today! Give your home a "laughing place" with Alfred!

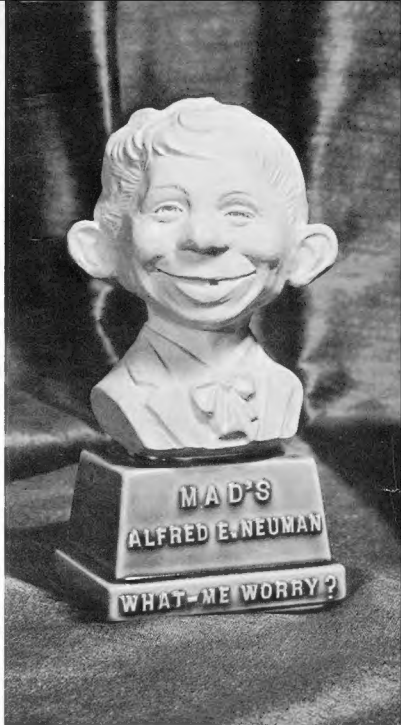



PHOTO BY LESTER KRAUSS, TAKEN AT THE MAD GALLERY OF UNOBJECTIONABLE ART

use coupon or duplicate

MAD BUST
225 LAFAYETTE STREET
NEW YORK 12, NEW YORK

Please rush my bust(s) of Alfred E. Neuman. I want to give my home a "laughing place"... mainly the garbage pail, where this head will probably roll once I see what it really looks like!

I ENCLOSE $______ FOR:

☐ 5½" Bust(s) at $2.00 each
☐ 3¾" Bust(s) at $1.00 each

INDICATE AMOUNT AND NUMBER OF BUSTS

NAME ____________________

ADDRESS ____________________

CITY __________ ZONE ____ STATE ______